MSOE Shifts Emphasis to Bachelor's Programs

Citing the demand by business and industry for bachelor's degree engineering and management employees, the Milwaukee School of Engineering has reevaluated its undergraduate programs in engineering technology, beginning with the elimination of associate degree level programs in its day division.

The college began phasing out some of its nine existing associate degree programs in engineering technology and management last fall. It will no longer be enrolling associate degree students in its day college in the fall of 1984. Students currently enrolled in associate degree programs during the day will be allowed to complete their course of study.

MSOE will instead focus on those four year engineering and management programs which have been in place during most of its 80 year existence. They consist of bachelor of science degrees in mechanical, electrical, architectural and industrial engineering; computer science and engineering; as well as bachelor's degrees in business administration and industrial management. Bachelor of science degree programs in mechanical, electrical and biomedical engineering technology have been retained and are being evaluated.

"MSOE feels that the advancement of science and technology requires that engineers and managers develop their abilities beyond the associate level," remarked MSOE Provost Francis Cannon Jr. "Business and industry have indicated to us that they are most actively seeking graduates with four years of education and, as in the past, we have an obligation to respond to that need. We must provide our students with the level of education most conducive to their being recruited.

"At the same time, we recognize that MSOE is in an industrial climate in Southeastern Wisconsin so we will retain selected associate degree programs in our evening college to assist industries in retraining their employees. Hopefully, once those students complete that phase of their education, they will consider pursuing a bachelor's degree as well. It would be highly advantageous for them to do so. Wisconsin's competitive position and job creation greatly depend on state-of-the-art engineers and managers."

WMSE Tops Reader Poll

Radio listeners in that popular 18-34 demographic have often expressed disappointment with the restrictive playlists of Milwaukee radio and it's helped WMSE build both an impressive audience for a 1,000 watt station and a loyal following.

That showed up in the Milwaukee Journal's "Big Beat" poll of its readers. The column's readers, most of whom would fall into that 18-35 category, made WMSE their overwhelming choice in the category of "favorite radio station." That marked the third straight year WMSE has been at the top of the list. The Journal stated, "last year, WMSE and WQFM tied for first place. In this poll, WMSE won hands down."

In the last Arbitron ratings, considered the bible of the radio and advertising industries, WQFM dominated the 18-34 market, showing its highest rating ever and finished fourth among all Milwaukee stations in the 18+ category.

Three Firms Provide Equipment Donations

One thing is certain about the importance of MSOE's industrial benefactors -- it can't be overestimated. That generosity has been instrumental in allowing the college to have the most current equipment available in its various labs.

The latest in this long line of equipment gifts came courtesy of the OPCON Corp., Intel Corp. and Data Retrieval Corp. during the fall and winter quarters.

Thanks to OPCON's donation, MSOE will be able to get involved in a new technology which features computer vision equipment. OPCON donated one of its complete systems, including camera, computer and software, which allowed the college to take, in the words of Dean of Research Thomas Davis, "a quantum step in this new technology." The system will be available for student use and the development of new courses in addition to selected ATC projects for applications in automated inspection and robotics.

OPCON representatives brought the system to the college in February for an official donation ceremony.

Donations from Data Retrieval of Milwaukee and Intel of Santa Clara, CA, helped the college develop a 16 bit microprocessor laboratory area. Data Retrieval provided various component Intel SBC and SBX boards and chassis. Intel donated additional hardware and software to complete an eight station laboratory.

The laboratory will now consist of eight 8086 based, 16 bit, Intel microcomputers, each with a 33 M byte fixed dish and eight 8085 based eight bit microcomputers with 5¼ inch floppy disk drives.

MSOE has purchased additional equipment for the laboratory. Eventually the microprocessor laboratory will be networked to the academic computer center to provide additional capability.

Jim Swardenski, Regional Sales Manager for OPCON, discussed a unit of MSOE's new computer vision equipment.

Betts to Manage WMSE

MSOE Alumni Director Bob Betts was named the new general manager of the college's radio station, WMSE-FM in November. Betts retained many of his alumni-related responsibilities. He replaced Douglas Geren, who served as WMSE general manager since November of 1981.

Betts joined MSOE as its alumni director in January of 1979 after serving as director of public relations and development for West Allis Memorial Hospital since 1976.

After receiving his degree in journalism from Drake University, Betts began a career in broadcasting that would eventually span 20 years. He served as news director for KIOA radio in Des Moines from 1959-60, built and managed KNIA radio in Knoxville, Iowa from 1960-63, served as news director of KIOA from 1963-64, news director of WOKY radio in Milwaukee from 1964-70 and news director of WEMP-WNUW in Milwaukee from 1970-76.

Personnel Director Kevin Morin announced the appointment of Laura Sprengeler as secretary in the placement office. A graduate of Wisconsin Lutheran High School, Sprengeler previously served as order entry/sales correspondent for Gammex Inc. and secretary for the law firm of Foley and Lardner.

President Spitzer announced that changes have been implemented in the organizational structure of the student life operation, effective immediately.

Steven Stoeger-Moore, Director of Residence Halls, will be given full responsibility for residence hall operations and will report directly to Senior Vice-president of Finance John Carroll.

The Student Life Office, under the direction of Dean of Students Patrick Coffey, will now report directly to Provost Francis Cannon. This organizational change recognizes the Student Life department's role in the total development of the student as an equal partner in the total educational mission of the college.

Vice-president Ken McAteer has responded to a request from the president to work more closely with Charles Huffman, Manager of the Physical Plant, in a year of emphasis on maintenance, mechanical and building records and facilities planning which will involve students as well as the physical plant department.

This is a year of emphasis on campus repair and further cleanup as well as preparing for the possibility of campus expansion through renovation and new building, if grants can be obtained. Vice-president McAteer will continue to be involved in the campus food service and have overall responsibility for campus facilities, parking, grounds, security and inventory control.

MSOE Campus View

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